

**Official**

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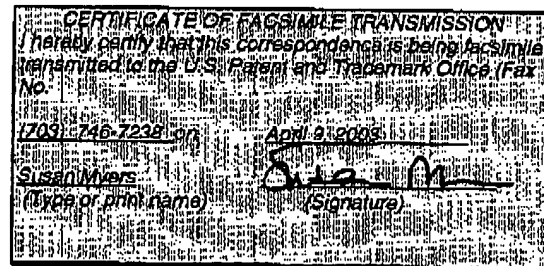
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4/10/03  
E.Hall**PATENT****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of: Todd R. Collart  Filed: 4/21/99  Serial No.: 09/295,856  For: SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR TRANSMISSION OF ADVERTISEMENTS BASED ON THE CONTENT OF AN ELECTRONIC STORAGE MEDIUM (as amended)	Confirmation No. 7668  Art Unit: 2125  Examiner: Rodriguez, P.  Attorney Docket No. IA 1506.01A US
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**PRELIMINARY AMENDMENT**

Box CPA  
 Honorable Commissioner for Patents  
 Washington, D.C. 20231

Sir:



In response to the Office Action of December 10, 2002, please amend the Application as follows:

Amendments to the claims are reflected in the listing of the claims which begins on page 2 of this paper.

Remarks begin on page 10 of this paper.